

Social media content for RELO Brazil



Project Title	Social media content for RELO Brazil
Project Summary	Create social media content in English for the Regional English Language Office (RELO) in Brazil, including texts, graphics, videos on English learning and teaching, English Teaching materials, news, resources, tips, U.S. Culture, and other related themes and topics.
Country	Brazil
Country/Region of Focus	Brazil

Project Description

RELO strengthens the US–Brazil partnership by building capacity through English teaching/learning in Brazil. We are seeking a creative intern who can generate social media content on English as a Foreign Language. The goal is to engage and motivate an audience of English teachers/learners through our Facebook page. Primary project tasks include developing social media content, which should include adequate posts, graphics and videos on the following topics:

- English teaching/learning tips/resources/materials
- US Culture related to the English Language and the target audience
- Organized campaigns on a specific topic within English teaching (example: different views, tips in English for STEM/STEAM)
- Short/simple posts on activities/lesson plans
- US-Brazil linguistic relationship (Portuguese/English)
- Idioms/expressions commonly used in English
- Vocabulary/grammar/pronunciation
- Speaking/listening/reading/writing
- Innovative and engaging themes related to English teaching/learning

Required Skills or Interests

Skill(s)

Cultural diplomacy

Editing and proofreading

Educational design
Graphic design
Social media management
Storytelling/blogging/vlogging
Writing

Additional Information

The ideal intern for this position should:

- be a student in the area of English Language and/or TESOL;
- show interest in Brazil and in the U.S.-Brazil relationship;
- have good, creative and engaging writing skills, thus producing motivating social media content;
- have the skills and knowledge to use digital tools such as Google sheet, Google doc, Canva, and others necessary to create and share content, such as texts, graphics, photos or videos;
- be proactive, and propose themes and topics in English language teaching/learning.

The RELO team, who will continue to manage the Facebook page, will evaluate the content generated before posting. The RELO team may also suggest themes and topics during the project duration.

Language Requirements

Language	Speaking Proficiency	Reading Proficiency	Importance
Portuguese	Minimum professional proficiency	Minimum professional proficiency	Nice to Have